10>/26

SEARCH REQUEST FORM

Scientific and Technical Information Center

Access DB#: 36315
(193)

Requester's Full Name: Pedro R. Kanof   Examiner #: 74642   Date: 2/26/01

Art Unit: 2164   Phone Number 308-8552   Serial Number: 09/231,415

Mail Box and Bldg/Room Location: CK2√D44   Results Format Preferred (circle) **PAPER** DISK E-MAIL

If more than one search is submitted, please prioritize searches in order of need.
****

Please provide a detailed statement of the search topic, and describe as specifically as possible the subject matter to be searched. Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers, and combine with the concept or utility of the invention. Define any terms that may have a special meaning. Give examples or relevant citations, authors, etc, if known. Please attach a copy of the cover sheet, pertinent claims, and abstract.

Title of Invention: Real Time Vehicle Purchase Request Mangement Method & System

Inventors (please provide full names): Aou P. Wolfe, Douglas S. Nottage, Nevin Y. Wagoner & Tim E. Nelson; all in California.

Earliest Priority Filing Date: 1/14/1999

For Sequence Searches Only Please include all pertinent information (parent, child, divisional, or issued patent numbers) along with the appropriate serial number.

\# The invention regards a method & system for managing a purchase request in a Data Center (DC). The DC system provides access to a plurality of remotely located vehicle dealer or dealer groups, which access the purchase request and displays its details. The dealer may then assign the handling of the purchase request to a salesman. That salesman ascertains a purchase request property such as an immediate buyer, based upon the ascertained purchase request property. The DC also assist the user act in response to the ascertained purchase request property. \# Info about each one of the inventory.
\# .... abstract & claims attached.

05844123   SUPPLIER NUMBER: 12147623   (THIS IS THE FULL TEXT)
**Dealership management information systems: doing it right. (using
computerized automobile data)**
Zikakis, Christopher
Auto Age , v26, n8, p16(4)
April, 1992

TEXT:
     Dealership Management Information Systems:
     Factory Rep: "You're not being effective in your area of
responsibility. Unless you improve your
     penetration we will have no choice but to place you in the DIP
program."
     Dealer: "You know, you're right. I do have a problem. I recognize it
and I'm trying to fix it.
     I've change my ad agency and hired a new sales manager. I attend
every sales meeting to talk to
     the salespeople about our performance, and I've never worked harder
in may life. I guess I don't
     know what to do. Can you help me? What should I do?"
     Factory Rep: [Stammering] "Hcw am I supposed to know what you should
do? That's not my problem.
     You're the dealer. You figure it out. But you better figure it out
soon."
     If you're smiling and shaking your head as you read this, you have
probably had the opportunity to work with today's factory field staff. They
are as well equipped as ever to know when they should beat you up but,
generally, don't have the experience or the tools to help you improve your
dealership's operations.
     This problem has two root causes. First, field reps are the
manufacturer's new hires, not seasoned professionals who know the business.
Second, the information they are given to perform their jobs is organized
as a monitoring system (a sword), not as a tool (a plowshare) that helps
them troubleshoot dealership problems and opportunities.
     It is unlikely that factories will change the nature of their field
staffs any time soon; they are under too much financial pressure to spend
the money. There is, however, a relatively low cost alternative. Factories
could construct a management information report that is designed for
dealers--that measures the things the dealer actually can control or
influence, like inventory size, age, and mix; percentage of warranty claims
submitted correctly the first time; and percentage of vehicles fixed right
the first time. Armed with this information, dealers and field staff could
spend their time solving problems instead of arguing. And, in turn,
factories would share the rewards of improved sales and customer
satisfaction, as dealers become empowered to make more effective decisions.
     With this in mind, let's take a look at the current state of
dealership management information systems.
     The dealer receives reports and raw data from many different sources.
The foundational report is the factory-designed dealership financial
statement, which is compiled at the dealership and sent to the factory. The
factory, in turn, massages this data to create derivatives such as trend
reports; it may also supply R. L. Polk vehicle registration data and CSI
data. Dealers produce their own statements such as DOCs (Daily Operating
Control reports) and parts inventory analysis reports, and they may receive
Twenty Group comparisons, NADA benchmark surveys, and various other data.
     One critical problem with this data, however, is that it is created

to monitor the dealer's performance, not help him determine how it can be improved. W. Edwards Deming, the father of statistical process control and the man who taught Japan how to build quality, likens this data to highway accident statistics: they tell you how many people died, but don't do a thing to help you figure out causes or solutions. As a result, today's management information system doesn't do very much to help dealers improve the quality of their decisions.

The current information system has its roots back in the good old days when the retail automotive market was growing. At that time, dealer's agendas were much simpler. First, dealers focused their energy on sales--that's where they could earn their highest returns. Second, customers had lower quality expectations; it wasn't considered unusual for a customer to return for service the week after delivery with a list of a dozen things that didn't work and a bag full of screws that fell off in the car's interior. Third, factory field staff were the dealers "early warning system"--they were well trained in dealership operations and were able to help the dealer spot troubles early. Given this environment, the only written report that a dealer really needed was a financial statement to keep creditors sleeping comfortably. So financial statements are what dealers got.

As the market evolved from a growth market to a replacement market, and as new competitors entered the market, the critical success factors for running a dealership changed from a narrow sales orientation to a broader sales, efficiency and customer satisfaction orientation. Sales now increased only for dealerships who were able to steal them from someone else, and dealers came under pressure to pay attention to dealership efficiency and customer satisfaction to stay in business. Factories, distributors, associations, and dealership consultants responded by generating additional reports--one at a time--to monitor dealer performance in these new areas.

The current reports have many flaws:

* Because they show results but don't pinpoint causes, today's reports resemble report cards more than tools that facilitate improvement.

--Most dealers do not have the analytical skills needed to thoroughly troubleshoot today's reports.

--Most dealers came up the ranks through sales and **sales management** and do not have extensive experience managing other departments. Therefore, as they look at a departmental report, they do not necessarily know the right questions to ask.

--Many dealers are not skilled financial analysts, nor are their controllers (controllers are usually adequate bookkeepers and office managers, but not trained financial analysts). Even if the correct information were compiled for decision making, many dealers would be unable to use it to make better decisions.

* Many dealers manage with accounting statements, which can be terribly misleading. For example, arbitrary expense allocations can make the wrong department look like a star or a dud.

* Problems exist even for dealers who are skilled financial analysts or who have engaged the services of one:

--Too much effort is required to search for and analyze information. This activity wastes valuable time that could be better spent implementing improvements.

--Important measures of those factors which influence performance are not taken and reported. A dealer may know he has a problem penetrating the local market, for example, but may not know what is causing the problem.

* CSI information isn't very helpful because it is dated and only reports on the satisfaction of customers who took the time to fill out a CSI form. Optimally, customer satisfaction data should serve two purposes:

--To help extinguish fires. Information should be thorough and timely, so that problems are solicited and uncovered from all customers early, while there is still time to make amends.

--To help prevent fires. Information should provide meaningful

statistical reports that can be used to improve dealership management systems.

* There is no comprehensive source of information for each department manager. For example, a service manager may not know the number of service hours sold, the department's gross profit percentage, each technician's comeback percentages, etc.

* Many advanced vehicle inventory management systems are not effective. Most new car managers continue to order based on instinct because they either don't trust or don't understand more sophisticated methods available to them. Scientific, proven inventory management systems should be made understandable and incorporated into the new car department report.

* Factory field staff, once well trained and able to help troubleshoot dealership problems and opportunities, are now either not respected, not trained, or not available to help out. In some instances, field staff have been replaced completely by computers and telecommunications. Thus, the "early warning system" that once existed to help dealers uncover operational problems early is now gone.

Fortunately, these problems can be alleviated with a dealer-oriented information report.

An effective management information system should supply dealers and key managers with information that is concise, timely, easy to understand, and relevant to a department's particular needs. It is important for a management report to be organized as it will be used--to facilitate decision making. One page of information for each department makes sense for dealerships.

Each page should contain all the information a dealer needs to monitor the basics of a department. This information should answer two questions:

1. Is the train on the track? Data should communicate whether any business fundamentals are out of line (for example, if too many parts are becoming overaged, or if service comebacks are increasing) so dealers can quickly take steps to get things back in line. The longer problems go undetected the more expensive they are to correct. Furthermore, seasoned dealership troubleshooters report that missed fundamentals are the cause of 99 percent of dealership bankruptcies.

2. Are departmental operations improving? Information should track each department's progress in improving sales, efficiency, and customer satisfaction.

Luckily, technology provides a variety of new tools to collect and disseminate such information: computers can pull information from a variety of data bases, laser printers can print information in color graphs and charts, telemarketing firms and faxes can make rapid collection and disbursement of data possible, etc. There's no reason that factories can't make the dealership MIS report read as easily, concisely and effectively as a copy of USA Today.

Information is no longer sent from a variety of sources directly to the dealer's desk. Now, information is disassembled, filtered, re-sorted, and reassembled before it even reaches the dealer. And instead of being arranged by source, information is now arranged by dealership department, based on the requirements of the managers it will assist (that is, the dealer and specific department manager).

The report is designed to communicate the essentials effectively:

* The dealer's attention is focused on one department at a time.
* All relevant information is clearly mapped.
* It is easy to understand and interpret:

--Continuous improvement is easy to spot when data is presented in graph format.

-- Relevant guidelines, such as service gross profit percentages, can be overlaid on graphs to highlight performance gaps.

--Colors could also be used to improve communication. For example, a traffic light pattern could be adopted to convey messages. Information

highlighted in green would mean the trend is in the right direction or that the specific performance being measured is acceptable; yellow would mean to keep watch; red would signal the need to focus attention here.

* If desired, compensation programs could be designed based on this report, so managers can actually understand what drives their paychecks!

At a glance, a dealer now knows not only how the dealership is doing, but why.

Factories have already experienced the benefits of placing relevant information in trained hands--on their shop floors, in their parts warehouses, and with their key suppliers. Therefore they should take the lead in designing, testing, and institutionalizing a similar system for dealers.

Any proposal of this magnitude is bound to be accompanied by a list of reasons why the status quo should prevail. Here is a partial list of roadblocks to expect in developing and implementing this system, and some bridges that can be used to circumvent them:

Roadblock: Dealers are going to resist anything that smells like a report card.

Bridge: This report should be designed from the "bottom-up" with the help of a franchise's best dealers. Every piece of information on the report should be judged by one criterion: does it help dealers manage better?

Roadblock: Comparisons are often misleading or not useful.

--Comparing different PNVR (per new vehicle retailed) figures, for example, can be misleading and do little to help uncover problems or opportunities. For example, how can you compare a fleet store with a retail store, or a used-car power-house with a strictly new car operation on the basis of PNVR?

--Also, although dealers use standardized accounting methods, they have a certain degree of latitude to interpret what expenses should go into each account.

Bridge: Comparisons should only be used when they will be helpful in troubleshooting problems or uncovering opportunities.

Roadblock: Organizing a telephone follow-up program to collect sales and service satisfaction data is bound to be expensive.

Bridge: Yes, it's expensive, but at least you get something for your money. The quality and usefulness of this information is vastly superior to current CSI data.

Roadblock: Reports won't bring about change.

Bridge: The function of the report is to display relevant information for dealers, so they don't have to do it themselves. Effective training of dealers on how to use the report and proper follow-up will be critical to the success of this program.

Roadblock: Some factory goals may not initially be considered compatible with dealership goals. For example:

--Factories may not feel they should help dealers collect warranty dollars or rebates.

--Factories and dealers may disagree on optimal dealer inventory levels.

--Managers who were brought up to believe in adversarial factory-dealer relationships will question the appropriateness of helping dealers run their stores. (Why should we do their work?)

Bridge: Training should include case studies that illustrate the benefits that have accrued to the factories that have helped improve supplier performance.

While the 1980s saw the emergence of new competitors in the car business, the 1990s is likely to be the decade that determines winners and losers. Given the all-out battle that is shaping up for worldwide market share, the factories that empower and engage all their resources (including dealers and suppliers) on winning this battle are likely to emerge from this decade not just intact, but stronger.

More effective information systems will enable dealers to achieve

advances in their local market shares, in their personal sales and service customer satisfaction performance, and in their dealership's operating efficiency. In turn, these "bottom-up" improvements will create an important strategic asset for manufacturers: a more efficient and potent distribution system.

On the other hand, factories that hold off on this decision can anticipate ever more difficult challenges from competitors who do adopt this outlook and this strategy. Unfortunately, when the procrastinators finally realize they too should have empowered their dealers to better assist their cause, the continuous improvement nature of the system will have insured that catching up will be either difficult or impossible.

Zikakis, the son of a multi-franchise dealer in upstate New York, and former general manager, is a consultant with Temple, Barker & Sloane in Lexington, Mass.

01753095/7
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
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01753095   Supplier Number: 53202097   (THIS IS THE FULLTEXT)
America Online, Inc. Acquires PersonaLogic, Inc.
Business Wire, p1109
Nov 11, 1998
TEXT:
  DULLES, Va.--(BUSINESS WIRE)--Nov. 11, 1998--
      Acquisition of Leading Decision-Guide Technology
      Enhances Online Commerce and AOL Member Experience
      America Online, Inc. (NYSE: AOL), the world leader in branded
interactive services, today announced its acquisition of PersonaLogic,
Inc., a leader in decision-guide technology.
      PersonaLogic's personalized, interactive consumer buying guides will
provide AOL members convenient and easy-to-use tools that increase the
value of online commerce and further improve the ability of members to
customize their interactive experience on AOL.
      PersonaLogic, Inc. (www.personalogic.com) develops personalized
interactive decision guides. The guides use PersonaLogic(tm) technology,
which helps consumers make informed decisions on a wide variety of products
and services that meet their individual needs and tastes by simply
describing their preferences.
      Members can create unique, personalized preference profiles that can
be compared, saved or modified at a later date. The guides cover such
topics as new and used automobiles, bicycles, cruises, mutual funds,
computers, colleges, cities, camcorders, dogs and many others.
PersonaLogic, which was privately held, is based in San Diego.
      PersonaLogic's innovative decision-guide technology mirrors real-life
decision making processes by prioritizing users' subtle preferences. In a
guided interactive process, members answer questions about needs and
preferences, and these responses are evaluated against a dataset of
products and choices.
      PersonaLogic decision guides provide a customized, ranked list of
best matches along with links that allow users to investigate further and
make side-by-side comparisons.
      In contrast to other guide products which help users find a merchant
once they have made a decision, PersonaLogic walks members through the
actual decision making process, allowing them to explore features and
options that matter most to them.
      For example, using the PersonaLogic CarMatch decision guide on AOL's
Auto Center, a member can select the features that matter most to her, such
as safety, cost, performance and size and CarMatch will suggest the car
that best meets her needs.
      AOL plans to make PersonaLogic's decision-guide technology available
across AOL's properties, including AOL.COM, Digital City, CompuServe, and
AOL's international services. AOL will also continue to develop
PersonaLogic's technology to make it compatible with search engines and
other electronic commerce tools, and seek new electronic commerce
applications to enhance its revenue producing capabilities.
      America Online President and Chief Operating Officer Bob Pittman
said, "PersonaLogic's decision-guide technology will be a great addition to
our electronic commerce efforts and will make AOL even more convenient and
easier to use across a broad range of topics.
      "Members will be able to quickly and easily get personalized
recommendations, make head-to-head comparisons, and access additional
information about a wide variety of products and services. Not only are
PersonaLogic decision guides useful in making major purchasing decisions,
but they are also fun to use."

What makes PersonaLogic's decision guides unique is that users not only can specify what they want and don't want but they can also prioritize these preferences.

For example, when users go through PersonaLogic's car decision guide, they can indicate that they want a low price and high performance, but note that price matters more than performance. That makes for more accurate results that provide real benefits to members.

AOL offers members and visitors to AOL.COM a variety of other personalization tools including "My News," Gift Reminders, and Portfolio Direct.

AOL Interactive Services President Barry Schuler said, "We expect decision guides will be an important personalization enhancement for millions of AOL members, making the interactive experience an even greater part of their daily lives. We've offered a number of the guides on our service during the past few months and the response has been very positive.

"We're excited that PersonaLogic's talented creative and technology production team is joining AOL to help us create new engaging content and programming. In addition, PersonaLogic's decision guides will give us additional, high-value, targeted inventory for our advertising partners."

Stephen Tomlin, President and CEO of PersonaLogic, Inc., said: "We're delighted that PersonaLogic will now be part of AOL, where millions of people will be able to use our guides to help them make important life decisions, including major purchases such as cars, mutual funds, and colleges.

"Our decision guides nicely complement and enhance AOL's focus on delivering the best possible interactive experience and making online commerce more compelling and easier than ever. This is a perfect match."

As part of AOL Interactive Services, PersonaLogic will continue to be based in San Diego.

The terms of the acquisition were not disclosed.

About PersonaLogic

PersonaLogic, Inc. (www.personalogic.com) provides robust, intuitive, interactive, personalized decision guides that enable effective e-commerce and brand building. Its technology helps consumers make informed purchasing decisions and helps vendors advance consumers through the purchase process.

PersonaLogic's interactive decision guides cover a variety of topics, including new and used cars and trucks, bicycles, cruises, mutual funds, computers, colleges, cities, camcorders and dogs. Founded in 1994, PersonaLogic is based in San Diego. PersonaLogic's investors included Barry Diller, Paul Allen, SOFTBANK Holdings, American Express and The Washington Post Company.

About America Online

America Online, Inc., based in Dulles, Virginia, is the world's leader in branded interactive services and content. America Online, Inc. operates two worldwide Internet online services: America Online, with more than 13 million members; and CompuServe, with approximately 2 million members.

America Online, Inc. also operates AOL Studios, the world's leading creator of original interactive content.

Other branded Internet services operated by America Online, Inc. include AOL.COM, the world's most accessed Web site from home; Digital City, Inc., the No. 1 local content network and community guide on AOL and the Internet; AOL NetFind, AOL's comprehensive guide to the Internet; AOL Instant Messenger, an instant messaging tool available on both AOL and the Internet; and ICQ, an instant communications and chat technology on the Internet.

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34/7/23   (Item 19 from file: 16)
DIALOG(R)File   16:Gale Group PROMT(R)
(c) 2001 The Gale Group. All rts. reserv.

01670055   Supplier Number: 42073623   (THIS IS THE FULLTEXT)
**Computerized Selling: Dealership systems now track customers along with the
bills and payroll**
Automotive News, v0, n0, p16i
May 13, 1991

ABSTRACT:
By: Charles M. Thomas
While most dealers buy computers for their accounting, parts and service,
and finance and insurance capabilities, Pat Long wante a computer system
that could help improve car sales.
Long, general manager of Guaranty Chevrolet in Santa Ana, Calif., said his
computer system has not only reduced advertising costs, but helped his
dealership weather the current recession.
'Most dealers totally forget the front end of the dealership. They think
only about the F&I system,' said Long. 'This is valuable, but it's not
procuring a lot of dollars. What is profitable is to maintain contact with
prospects and owners over the long term.'
As a result, Long purchased a computer from Universal Computer Systems,
based in Houston, Texas, five years ago even though he knew it was far too
much computer for his single-point dealership.
It has come in handy during this recession by organizing and generating
prospects, and reducing the dealership's advertising budget.
Though the dealership does some direct mail advertising based on customer
history reports, Long says using the computer to track and develop sales
has for the most part replaced TV advertising for the dealership.
'We are not totally out of the advertising game because we have to keep our
name before the public, but we get between 600 and 800 floor ups every
month.'
What happens at Guaranty Chevrolet is this. All prospects' names, phone
numbers, budgets, trade-in information and needs are entered into the
computer regardless of whether the prospect telephoned or actually entered
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     What happens at Guaranty Chevrolet is this. All prospects' names,
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computer regardless of whether the prospect telephoned or actually entered the dealership.

Prospects are coded as to whether they are "hot, warm or cold" and why they failed to buy a car that day. A follow-up plan is formulated for each prospect until a sale is made.

The computer generates next-day follow-up reports for salesmen on when to contact a customer again. "If the prospect is cold then his name might not come up for a week or so," said Long.

And because the computer is linked to the dealership's phone system, management can track contacts made by the salesmen at the end of the day.

"Our sales have not taken a dramatic downturn like other dealers who are heavy advertisers," said Long. "Our sales are down, but I have more control over the future of the store because we have control over our prospects."

Most dealership computers have front-end systems that offer some kind of prospecting software. And for dealers who use them, it seems to be working.

"Solid follow-up is helping dealers," said Michael Seaton, a dealership computer consultant with Woods & Seaton Ltd. "Most dealers have an extensive bank of customers, and what they should be doing is making sure the sales people are working through them to maximize sales."

General Motors has an experimental project aimed at making use of interactive video.

Using satellites, GM transmits new product information to dealers. On trial in Buick dealerships, the system uses a touch screen on the computer terminal which communicates product information.

Computers can also question customers, getting information they are shy about giving to a salesman – at least on the first visit.

"Customers will answer questions from a computer more freely than to a salesman," said Seaton.

Combining satellite communication with computers, manufacturers can condition the selling environment in the dealership.

"Dealers using their computer's infrastructure are doing much better than those that aren't," said Jack Proud, senior vice president and general manager for Reynolds & Reynolds Co., based in Dayton, Ohio. "We've seen an uptick of interest by dealers in how they can use a computer to help sell."

And when prospects enter the showrooms, computers help sales personnel or F&I managers explain a myriad of things like what options are available on vehicles. Computers display options and even compare options between vehicles.

But the showroom isn't the only place where computers have boosted profits. COIN Systems Inc., based in Norcross, Va., has introduced CreditMaster which allows F&I managers to pull multiple credit reports and merge them into an easy to read format.

Another product being tested by COIN allows the dealer to input license tags into a computer network and obtain valuable prospect information including how long the car has been titled to the prospect, and how many drivers are in the household.

Bert Winemiller, senior vice president of marketing for ADP Dealer Services Inc., based in Hoffman Estates, Ill., says the company sells a broad range of sales modules aimed at showroom traffic control, **sales management** and F&I management.

Auto Tell Services Inc., based in King of Prussia, Pa., is one of the smaller computer vendors. It also sells a system for direct mail which targets consumers on a regular basis.

Another product the company has under development will address customer satisfaction. The program will help a dealer raise customer satisfaction indexes by probing customers before the manufacturer does it.

"We want to get it out to customers before the manufacturer so the dealer can sort out problems that occur to force a good consumer satisfaction index," said Kiefer. "The idea is to get the jump on the manufacturer by taking care of a customer and get a better CSI rating."

EDS Dealer Systems, based in Troy, Mich., offers a system to dealers called DealerLine which has business, parts, service and sales applications.

"Computers are a tool," said Mitch Bennett, national accounts marketing manager. "Dealers are using computers to get reports, track inventory, prospecting, managing floor traffic, statistics, mass mailing and follow-up."

Though Long concedes the computer system he purchased for Guaranty Chevrolet in 1986 has a far too much capacity for his single-point dealership in California, he says it has emerged as a real sales tool.

"It's way too much of a system, but it pays for itself time and again," he said.

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?show files;ds
File 813:PR Newswire 1987-1999/Apr 30
         (c) 1999 PR Newswire Association Inc
File 636:Gale Group Newsletter DB(TM) 1987-2001/Mar 08
         (c) 2001 The Gale Group
File 621:Gale Group New Prod.Annou.(R) 1985-2001/Mar 08
         (c) 2001 The Gale Group
File  16:Gale Group PROMT(R) 1990-2001/Mar 08
         (c) 2001 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
         (c) 1999 The Gale Group
File 148:Gale Group Trade & Industry DB 1976-2001/Mar 08
         (c)2001 The Gale Group
File  20:World Reporter 1997-2001/Mar 09
         (c) 2001 The Dialog Corporation
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...completed examining records
     S34   68   RD (unique items)

tools, including Forte, Dynasty and Magic Software, Blackwell's chose the
Forte Application...

...a more tailored service to our customers. We believe that as more
customers begin to **shop** **on** -**line** , it will be service rather than price
that will become the primary differentiator." Blackwell's...

...handle the overall management of the journals. Users will then be able
to view the **status** of the **orders** via a Web front-end. The first phase
of this project is scheduled to go...
19980706

16/3,K/8   (Item 6 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2001 The Gale Group. All rts. reserv.

03908219   Supplier Number: 50104500   (USE FORMAT 7 FOR FULLTEXT)
ERICSSON: Daltons installs Ericsson call centre to handle ID tag orders
following new BSE regulations
M2 Presswire, pN/A
June 25, 1998
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 800

...   Agriculture BSE regulations requiring beef cattle to wear a second
ID ear-tag.
     Daltons' BusinessPhone **call** **centre** currently has up to 17 agent
positions. Facilities include an MIS Management Information System to...

...to the appropriate agent group. The voice processing system invites
callers to key 1 to **place** a new **order** for tags, 2 for information about
current ID regulations, aid 3 for enquiries about existing **order** **status**
. MIS provides information needed to arrange a equate staffing levels as
incoming call volumes, which have been as high as 600 a day, are currently
averaging 320 **a** day. The **high** peak time is Monday morning, with some 80
per cent of calls on that day...
19980625

16/3,K/9   (Item 7 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2001 The Gale Group. All rts. reserv.

03871525   Supplier Number: 48450345   (USE FORMAT 7 FOR FULLTEXT)
-MICROSOFT: Microsoft Site Server 3.0 and Site Server 3.0 Commerce Edition
now available
M2 Presswire, pN/A
April 28, 1998
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1293

...   Edition enables us to utilize the Internet for powerful,
business-to-business solutions that have **a** clear and **immediate**
efficiency benefit for us and our resellers," said Ralph Lai, manager,
electronic commerce at Merisel. "Our application allows us to improve
customer service by enabling Merisel's resellers to **place** **orders** online
and view spec sheets, images, real-time inventory and **order** **status** ."
     More than 50 industry-leading software vendors, such as Commerce One,
CyberCash Inc., Great Plains...

(USE FORMAT 7 FOR FULLTEXT)
TEXT:
...half ago, (TNV, August 1995) TNV published two articles essays, really
meant to set up a theme for **future** coverage of the Cold War between
personal computers (PCs) and telephones. In a piece called...

...elaborated on the theme in an article entitled "Why MSN Will be a Boon
to **Call** **Centers** ." In that piece, we noted that, on the eve of its
introduction, Microsoft's consumer...

...MSN's Customer Service operations are "outsourced" to MCI, which
"co-located" a Microsoft Network **Call** **Center** inside its Proof Positive
Call **Center** in Pinellas Park, FL (See TNV-October 1995). In a benchmark
White Paper on the...

...Help Desk, and Inquiries accounted for roughly 36 percent of inbound
volume. Customer Service, alone, **ranked** second only to **Order** Capture in
terms of the number of calls handled. Yet it is an application that...

...that, just as the marketing executives at DecisionOne observed, ISPs are
fast-growing businesses with a **high** demand for customer support. This
secular growth, coupled with heightened competition for market share in...
19970201

16/3,K/13   **(Item 11 from file: 636)**
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2001 The Gale Group. All rts. reserv.

03016971   Supplier Number: 46157513   (USE FORMAT 7 FOR FULLTEXT)
ATM: TOSHIBA'S ATM SWITCH DEVICE EXCHANGES DATA AT 5GBPS; WORLD'S FASTEST
DATA EXCHANGE SPEED
EDGE, on & about AT&T, pN/A
Feb 19, 1996
Language: English   Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 965

...   up of 48 bytes of information and five bytes of address data. Cells
are individually **transmitted** in a prioritized **order** through **high**
-speed switching.
     The addressing, prioritization and switching of each cell is handled
by switching the...
19960219

16/3,K/14   **(Item 12 from file: 636)**
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2001 The Gale Group. All rts. reserv.

02490579   Supplier Number: 44999262   (USE FORMAT 7 FOR FULLTEXT)
BT OPENS UP ISDN FOR SMALL AND MEDIUM BUSINESSES
M2 Presswire, pN/A
Sept 19, 1994
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 736

...   and voice as well as freeing up the telephone operator to work on
other things.
     Call **centres** /ACDs route calls so that they are answered in **order**
of arrival or **priority** depending on customer specifications. An ACD

Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 761

...   S. e-mail market.
    The competitive impact will be considerable. Previously, AT&T Mail was
a low -priority item in the **product** portfolios of the AT&T sales
force, and EasyLink was stalemated for more than 12...

...or distribution channel systems for a user community to access
databases, exchange information, or even **place** buy and sell **orders** ?
    Neither AT&T nor Western Union have been successful in the past at
selling or...
19910201

 16/3,K/18   (Item 1 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2001 The Gale Group. All rts. reserv.

01753095   Supplier Number: 53202097   (USE FORMAT 7 FOR FULLTEXT)
America Online, Inc. Acquires PersonaLogic, Inc.
Business Wire, p1109
Nov 11, 1998
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 953

...   not only can specify what they want and don't want but they can
also **prioritize** these **preferences** .
    For example, when users go through PersonaLogic's **car** decision
guide, they can indicate that they want **a   low** price and **high**
performance, but note that price matters more than performance. That makes
for more accurate results...
19981111

 16/3,K/19   (Item 2 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2001 The Gale Group. All rts. reserv.

01643017   Supplier Number: 48449782   (USE FORMAT 7 FOR FULLTEXT)
**Elcom Systems Announces Availability of Enhanced Intranet Automated
 Procurement System.**
Business Wire, p4281014
April 28, 1998
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 950

...   PECOS Procurement Manager (PECOS.pm), its Intranet-based automated
procurement software system.
    PECOS.pm is **a** comprehensive, **low** cost, technology solution which
allows companies to achieve dramatic bottom-line savings and substantial
efficiency...

...reducing product acquisition costs. PECOS.pm empowers desktop users with
the self-service ability to **place   orders** from their PC and track the
status of their **orders** through receipt and financial settlement without
calling their purchasing department or other manual intervention, saving...
19980428

07227555   SUPPLIER NUMBER: 15237968   (USE FORMAT 7 OR 9 FOR FULL TEXT)
**Electronic shoppers want home lines. (home furnishings top list of what
consumers want to see on shopping channels)**
Erlick, June Carolyn
HFD-The Weekly Home Furnishings Newspaper, v68, n12, p10(1)
March 21, 1994
ISSN: 0746-7885   LANGUAGE: ENGLISH   RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 790   LINE COUNT: 00066

...   Mass Retailers Association and Coopers & Lybrand.
     Home furnishings, including housewares, household goods and home
improvement **items** , **ranked**   second in **a**   list of the **top**   10 categories
consumers would like to see more of in **electronic**   home **shopping**
services. Better-quality clothes ranked first.
     Consumer electronics ranked fourth on the list, and cooking...

19940321

16/3,K/48   (Item 14 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2001 The Gale Group. All rts. reserv.

05854983   SUPPLIER NUMBER: 12106275   (USE FORMAT 7 OR 9 FOR FULL TEXT)
**The impact of flexible automation on business strategy and organizational
structure.**
Parthasarthy, Raghavan; Sethi, S. Prakash
Academy of Management Review, v17, n1, p86(26)
Jan, 1992
ISSN: 0363-7425   LANGUAGE: ENGLISH   RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 10749   LINE COUNT: 00936

...   D, and refining of existing products would measure this strategy
(Dess & Davis, 1984; Govindarajan, 1988). **A**   **high**   value on these items
would mean that the firm's competitive priority is low cost...

...values would mean that this strategy is relatively unimportant.
Additionally, respondents may be asked to **place**   in **rank**   **order**   the
importance of cost, quality, and flexibility (after defining these measures
and providing examples) for...

19920100

16/3,K/49   (Item 15 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2001 The Gale Group. All rts. reserv.

05456863   SUPPLIER NUMBER: 11113092   (USE FORMAT 7 OR 9 FOR FULL TEXT)
**Using EDI as a tool for improving customer service. (Quick
Response/Electronic Data Interchange Strategic Linkages)**
Sample, Tom
Bobbin, v32, n11, p80(5)
July, 1991
ISSN: 0896-3991   LANGUAGE: ENGLISH   RECORD TYPE: FULLTEXT
WORD COUNT: 3136   LINE COUNT: 00245

...   other type transactions. There are two documents that have recently
been developed to communicate the **status**   of **a**   **future**   **order** . These
documents are the **order**   **status**   inquiry and the **order**   **status**   report.
     The inquiry transaction provides the retailer a method of sending a
request for a...

20 March 9, 2001 11:15

as safety information. Through Autobytel.ca consumers **submit** a free
purchase request for their vehicle of choice. **Purchase requests** are
routed to a local Autobytel.ca Accredited Dealer who calls the consumer
within 24 hours with **a low** , competitive, no-haggle price.
Autobytel.ca's Accredited Dealer Network includes dealerships representing
every major...

... of Irvine, CA-based autobytel.com. inc. In 1999 Autobytel.com, a leader
in new **vehicle** sales, was **ranked** No.1 in Dealer Satisfaction with
Online Buying Services for the second year in a...

19990726

16/3,K/58   (Item 2 from file: 20)
DIALOG(R)File   20:World Reporter
(c) 2001 The Dialog Corporation. All rts. reserv.

05188931 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Win Some Valuable Room To Manoeuvre
BIRMINGHAM POST, p6
May 01, 1999
JOURNAL CODE: FBMP   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 627

   (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   ANS:...
     3. How long is Directer guaranteed for?
     ANS:...
     4. Put the following in your **order** of **priority** - (by **placing** a
 1 next to the **top** priority and so on down to 3):
     SAFETY (.....)
     SECURITY (.....)
     CONVENIENCE (.....)
     Name:...
     Address:...
     Postcode:... Tel No...

19990501

16/3,K/59   (Item 3 from file: 20)
DIALOG(R)File   20:World Reporter
(c) 2001 The Dialog Corporation. All rts. reserv.

05125748 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Competition: Win Some Valuable Room To Manoeuvre
BIRMINGHAM POST, p14
April 28, 1999
JOURNAL CODE: FBMP   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 628

   (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   ANS:...
     3. How long is Directer guaranteed for?
     ANS:...
     4. Put the following in your **order** of **priority** - (by **placing** a
 1 next to the **top** priority and so on down to 3):
     SAFETY (.....)
     SECURITY (.....)

?show files;ds
File   15:ABI/Inform(R) 1971-2001/Mar 08
         (c) 2001 Bell & Howell
File   9:Business & Industry(R) Jul/1994-2001/Mar 08
         (c) 2001 Resp. DB Svcs.
File 623:Business Week 1985-2001/Mar W1
         (c) 2001 The McGraw-Hill Companies Inc
File 810:Business Wire 1986-1999/Feb 28
         (c) 1999 Business Wire
File 275:Gale Group Computer DB(TM) 1983-2001/Mar 08
         (c) 2001 The Gale Group
File 624:McGraw-Hill Publications 1985-2001/Mar 08
         (c) 2001 McGraw-Hill Co. Inc

```
Set      Items     Description
S1       61098     (CALL OR DATA)(2W)(CENTER? ? OR CENTRE? ?) OR (ORDER OR FU-
                     LFILLMENT)(2W)(CENTER? ? OR CENTRE? ? OR DESK? ?)
S2       35228     (PURCHASE OR PURCHASES OR ORDER OR ORDERS OR PROCUREMENT OR
                     ACQUISITION OR FULFILLMENT)(3N)(REQUEST? ? OR REQUESTING OR -
                     PLACE OR PLACES OR PLACING OR SUBMIT? OR TRANSMIT? OR TRANSMI-
                     SSION)
S3       80972     (ELECTRONIC? OR INTERNET OR WEB OR CYBER OR ONLINE OR ON()-
                     LINE OR VIRTUAL)(2N)(SHOP? OR RETAIL? OR MALL? ? OR CATALOG?)
                     OR "E"()(SHOP? OR TAIL?) OR TELESHOP? OR VIDEOTEXT(2N)SHOP?
S4     2412292     BUYER? OR SHOPPER? OR CONSUMER? OR CLIENT? OR INDIVIDUAL OR
                     PERSON OR CUSTOMER? OR PURCHASER? OR VENDEE? ? OR PATRON? ?
S5     3547207     ITEM OR ITEMS OR GOODS OR PROPERTY OR PRODUCT? ? OR CAR OR
                     CARS OR VEHICLE? ? OR AUTOMOBILE? ? OR AUTO OR HONDA OR VOLVO
                     OR TOYOTA OR MERCHANDISE
S6      529408     PRIORITY OR PRIORITIZ? OR PRIORITIS? OR STATUS OR RANK?
S7      758840     ("A" OR "B" OR "C" OR "1" OR "2" OR "3")(3W)(IMMEDIATE OR -
                     SERIOUS OR FUTURE OR ASAP OR HIGH OR LOW OR AS()TIME()PERMITS
                     OR TOP)
S8       12008     (ACTION? ? OR TASK? ? OR "TO"()DO OR ACTIVITY)(5N)(CALL OR
                     DELIVERY OR E()MAIL OR EMAIL OR FOLLOW()UP OR FOLLOWUP OR TES-
                     T()DRIVE? ?)
S9     1409602     SELLER? OR DEALER? OR MERCHANT? OR VENDOR? OR MANUFACTURER?
                     OR WHOLESALER? OR RETAILER? OR VENDER? OR MERCHANDISER? OR T-
                     RADER?
S10      81982     SALES()MANAGER? ? OR SALESMANAGER? ? OR SALES()PERSON OR S-
                     ALES()REP? OR SALESMAN OR SALESWOMAN OR SALESPERSON OR MARKET-
                     ING()REP? OR CONTACT()PERSON
S11          1     (S1:S3)(S)((S5 OR CALL OR ORDER)(3N)S6)(S)S7(S)S8
S12         39     (S1:S3)(S)((S5 OR CALL OR ORDER? ?)(3N)S6)(S)S7
S13          5     S5(5N)S6(5N)(PREFERENCE? ? OR CHOIC)(S)S7
S14         44     S11 OR S12 OR S13
S15         36     S14 AND PY<2000
S16         36     RD (unique items)
```
?t16/3,k/all

 16/3,K/1   (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

01904904 05-55896
E-business moves to center stage
Dalton, Gregory
Informationweek n754 PP: 135-142 Sep 27, 1999
ISSN: 8750-6874 JRNL CODE: IWK
WORD COUNT: 1513

...TEXT: involves handwritten orders and faxing, is very painful, says

Lele. "They don't know the **order** **status** once they **submit** it," he says. "We have a **high** rate of order dissatisfaction." Moving to the Internet is "a major transformation from a customer...

16/3,K/2 **(Item 2 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

01848440 04-99431
Hotlines on hold
Jacoby, Charles
Corporate Location PP: 20-31 Mar/Apr 1999
ISSN: 0953-1505 JRNL CODE: CRL
WORD COUNT: 3357

...TEXT: he says.

The Low Countries, Ireland and the UK come out top in our European **ranking** of **call** **centre** locations. Consistently high scores in areas such as telecom costs, grants and incentives, lease costs...

... Lisbon can claim a best score for telecom costs and only Helsinki can provide such a **high** proportion of multilingual workers.

"It is not surprising that the UK cities (Birmingham, Glasgow, London... state. "Some cities don't want call centres as they are low paying and have a **high** staff turnover. Inbound customer service operations are more highly valued. Outbound telemarketing has, to some extent, an inferior **status** . Smaller cities see **call** **centres** as the beginning rung on the telecommunications employment ladder for job seekers."

Labour costs were...

16/3,K/3 **(Item 3 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

01815246 04-66237
Connecting to customers for less
Campbell, Tricia
Sales & Marketing Management v151n5 PP: 76-77 May 1999
ISSN: 0163-7517 JRNL CODE: SAL
WORD COUNT: 392

...TEXT: was based not only on cost but on a commitment to customer service. Mazzio's **call** **centers** already provided a **high** level of service to customers in the Tulsa and Oklahoma City areas. **Call** **center** agents take customers' pizza orders, then send them to the restaurant nearest the customer's location to be filled. The system also allows **call** **center** agents to track the **status** of the **orders** .

"We wanted to hook up remote restaurants to the call centers, and that entailed setting...

16/3,K/4 **(Item 4 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

01688107 03-39097

2 March 9, 2001 10:33

Calling comes in from the cold
Clegg, Alicia
Management Today PP: 58-65 Jul 1998
ISSN: 0025-1925 JRNL CODE: MTO
WORD COUNT: 1990

...TEXT: shift in call-centre activity towards developing these profitable customers over the long term, the **status** of the **call** **centre** itself is being elevated. No longer regarded just as **a** **low** -cost route to market, **call** **centres** are assuming a strategic importance for organisations. Properly managed, they provide the conduit through which...

16/3,K/5   **(Item 5 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

01561661 02-12650
Calling all trainers
Doyle, John C; Carolan, Mary D
Training & Development v52n1 PP: 58-67 Jan 1998
ISSN: 1055-9760 JRNL CODE: STD
WORD COUNT: 7524

...TEXT: tools, and technologies to do their jobs effectively. Supervisors must make supporting and developing people **a** **top** **priority** .

Once a **call** **center** is up and running, it's important to address issues of morale early on. Conduct...

16/3,K/6   **(Item 6 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

01438059 00-89046
GeoTel cashes in on advanced call routing
Rohde, David
Network World v14n24 PP: 31 Jun 16, 1997
ISSN: 0887-7661 JRNL CODE: NWW
WORD COUNT: 393

ABSTRACT: GeoTel Communications Corp.'s Intelligent CallRouter, **a** **high** -end Windows NT Server application, is gaining favor among administrators of distributed inbound **call** **centers** . In a corporate **call** **center** network, Intelligent CallRouter acts as a highly customized equivalent of a carrier's Signal Control...

... Intelligent CallRouter takes continuous feeds over WAN links from each of the user's automatic **call** distributors, updating the **status** of each agent in the country or even overseas. ...

16/3,K/7   **(Item 7 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

01300396 99-49792
ABC and the bottom line on customers
Sharman, Paul
CMA Magazine v70n7 PP: 20-24 Sep 1996
ISSN: 0831-3881 JRNL CODE: RIA

WORD COUNT: 2148

...TEXT: lead time was due to excessive work-inprocess inventory which, in turn, was due to a **high** number of **priority** **orders** constantly being rushed through the plant. Sales people placed orders on the plant six weeks ...

...specifications were generally not available until two weeks prior to the desired ship date. By **placing** the **order** early with dummy specifications, the salesperson managed to secure a production slot. When final customer...

16/3,K/8   (Item 8 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

01220131 98-69526
Unleashing modeling's power
White, Tony
Catalog Age v13n5 PP: 93-96 May 1996
ISSN: 0740-3119 JRNL CODE: CTA
WORD COUNT: 1439

...TEXT: file can yield millions of data points, from Website ordering information to payment methods to **product** **preferences** . Scoring summarizes all those variables and **ranks** each according to its importance in making a **future** sale. From those scores emerges a model. By running their house file against this model...

16/3,K/9   (Item 9 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

01021188 96-70581
Review of a 40-year debate in international advertising
Agrawal, Madhu
International Marketing Review v12n1 PP: 26-48 1995
ISSN: 0265-1335 JRNL CODE: IRV
WORD COUNT: 8389

...TEXT: needed to be adapted to local circumstances.

Anderson and Cunningham (1972) found that consumers showing a **high** **preference** for foreign **products** shared certain characteristics--low concern with **status** , low conservatism, low dogmatism, and high educational attainment and suggested that these may be important...

16/3,K/10   (Item 10 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

00941071 95-90463
Swan-Ganz catheter use and mortality of myocardial infarction patients
Blumberg, Mark S; Binns, Gregory S
Health Care Financing Review v15n4 PP: 91-103 Summer 1994
ISSN: 0195-8631 JRNL CODE: HCF
WORD COUNT: 5087

...TEXT: 3 summarizes the relationship of the SMR of hospitals stratified

by their SGC SPR. (Table 3 omitted) The **top** line pertains to the cases in the 936 hospitals that reported no SGC procedures in 1988 for their Medicare aged AMI cases. Hospitals on the other lines were sorted after **placing** them in **rank** **order** by their SGC SPR. The hospitals on the second line were all in the lower...

16/3,K/11 **(Item 11 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

00724153 93-73374
The Impact of Flexible Automation on Business Strategy and Organizational Structure
Parthasarthy, Raghavan; Sethi, S. Prakash
Academy of Management Review v17n1 PP: 86-111 Jan 1992
ISSN: 0363-7425 JRNL CODE: AMR
WORD COUNT: 10151

...TEXT: D, and refining of existing products would measure this strategy (Dess & Davis, 1984; Govindarajan, 1988). **A** **high** value on these items would mean that the firm's competitive priority is low cost...

... values would mean that this strategy is relatively unimportant. Additionally, respondents may be asked to **place** in **rank** **order** the importance of cost, quality, and flexibility (after defining these measures and providing examples) for...

16/3,K/12 **(Item 12 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

00706780 93-56001
Personality and the structure of resource preferences
Stangl, Werner
Journal of Economic Psychology v14n1 PP: 1-15 Mar 1993
ISSN: 0167-4870 JRNL CODE: JEP

...ABSTRACT: 183 participants. Four groups (clusters) of people were found: 1. Group A was characterized by **preferences** for love, **status** , and information. 2. Group **B** was characterized by **high** **preferences** for **goods** and money. 3. Group **C** was characterized by **high** **preferences** for **status** , love, and **goods** . 4. Group D was characterized by high **preferences** for love and money. The cross-validation of clustering resulted in a correct classification of...

16/3,K/13 **(Item 13 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

00543247 91-17592
A New World Order: The View from America
Barber, Lionel
Europe n304 PP: 6-8 Mar 1991
ISSN: 0191-4545 JRNL CODE: EUP

...ABSTRACT: could emerge from the crisis in the Persian Gulf. The creation of a new international **order** now **ranks** as a US objective in the Gulf, along with more immediate postwar goals. Most of...

... has done very little to spell out how he intends to attain this new world **order** . Specifically, the **place** of Germany and Japan, **2** of the **top** 3 world economic powers, remains nebulous at best.

16/3,K/14   (Item 14 from file: 15)
DIALOG(R)File   15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

00456395 89-28182
Distribution with a Personal Touch
Witt, Clyde E.
Material Handling Engineering v44n6 PP: 60-69 Jun 1989
ISSN: 0025-5262 JRNL CODE: MTH

...ABSTRACT: the distribution center. Since it takes longer to prepare personalized items, the computer starts the **order** selection process by **requesting** those **products** . The software **prioritizes** selections so that all items reach a staging area within 4 hours. Personalization is done ...

... guided by computer-generated pick sheets. Operators use specially designed, multilevel carts to select merchandise. **A** **high** -speed, tilt-tray system is employed for sortation and distribution.   ...

16/3,K/15   (Item 15 from file: 15)
DIALOG(R)File   15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

00131871 81-01625
Developing International Advertising Strategy
Colvin, Michael; Heeler, Roger; Thorpe, Jim
Journal of Marketing v44n4 PP: 73-79 Fall 1980
ISSN: 0022-2429 JRNL CODE: JMK

...ABSTRACT: therefore, needed to be. studied. The system called for respondent's perceptions being obtained at **2** levels, ''**low** awareness'' and ''high awareness''. Respondents were also asked to evaluate matrices based on pairs of **product** attributes, stating a **ranked** **preference** for all combinations of attribute levels. This system provides an effective means of segmenting promotional...

16/3,K/16   (Item 16 from file: 15)
DIALOG(R)File   15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

00128742 80-22794
Operating Techniques and Products Bulletin: Residential Fire Safety
Cartee, Charles P.
Journal of Property Management v45n5 PP: 273-280 Sep/Oct 1980
ISSN: 0022-3905 JRNL CODE: JPM

ABSTRACT: In the event of fire, evacuation is the first **priority** ; **call** the fire department after everyone is safe. Smoke is the greatest danger in **a** fire, and keeping **low** gives the best chance of survival. If clothing catches fire, the person should lie down...

... Smoke detectors are more effective than heat detectors. Smoke detectors should be installed in these **places** (in **order** of importance): 1. outside sleeping areas, **2** . at the **top** of basement stairs, 3. in the

living room, 4. in the bedroom of smokers, and...

16/3,K/17   (Item 17 from file: 15)
DIALOG(R)File   15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

00003528 72-02292
GAUGING FOREIGN PRODUCT PROMOTION
ANDERSON, W. T.; CUNNINGHAM, WILLIAM H.
JOURNAL OF ADVERTISING RESEARCH V 12 N 1 PP: 29-34 FEB 72
ISSN: 0021-8499 JRNL CODE: ADR

ABSTRACT: THE IMAGE OF THE CONSUMER DISPLAYING HIGH FOREIGN **PRODUCT**
 PREFERENCE   IS   THAT OF AN INDIVIDUAL OF RELATIVELY LOW **STATUS**   CONCERN,
LOW CONSERVATISM AND DOGMATISM, WITH A COLLEGE EDUCATION AND PERHAPS AN
ADVANCED DEGREE.   THE...

... AVANT-GARDE, 3- THESE PEOPLE MAY BE AMENABLE TO RATIONAL, FACTUAL
APPEALS, 4- THEY HAVE **A   HIGH** AND VARIED MEDIA EXPOSURE LEVEL.

16/3,K/18   (Item 1 from file: 9)
DIALOG(R)File   9:Business & Industry(R)
(c) 2001 Resp. DB Svcs. All rts. reserv.

02605572 (USE FORMAT 7 OR 9 FOR FULLTEXT)
InformationWeek 500: Consumer Goods: E-Business Moves To Center Stage
(Article gives revenue and income data, Internet activity information and a
 breakdown of IT budget spending for the consumer goods companies included
 in the InformationWeek ranking of the top 500 innovative users of IT)
Information Week, p 135+
September 27, 1999
DOCUMENT TYPE: Journal; Ranking ISSN: 8750-6874   (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 2318

 (USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...involves handwritten orders and faxing, is very painful, says Lele.
"They don't know the **order   status** once they **submit** it," he says. "We
have **a   high** rate of order dissatisfaction." Moving to the Internet is
"a major transformation from a customer...

16/3,K/19   (Item 2 from file: 9)
DIALOG(R)File   9:Business & Industry(R)
(c) 2001 Resp. DB Svcs. All rts. reserv.

02251700 (USE FORMAT 7 OR 9 FOR FULLTEXT)
En Pointe rides online wave
(En Pointe Technologies' "virtual warehouse" model uses proprietary
 software and systems to drop-ship products via electronically linked
 network; launched firstsource.com, electronic-based hardware and software
 store)
Computer Reseller News, p 52
September 21, 1998
DOCUMENT TYPE: Journal ISSN: 0893-8377   (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 475

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...Calif., to give enterprise companies and government agencies customized
systems within a few days of **placing** an **order** .

A   high   priority for En Pointe next year, as with similar companies,
is building its services capabilities. While...

 16/3,K/20   (Item 3 from file: 9)
DIALOG(R)File   9:Business & Industry(R)
(c) 2001 Resp. DB Svcs. All rts. reserv.

02221638 (USE FORMAT 7 OR 9 FOR FULLTEXT)
1997 top 100 dealer groups in the United States (Part 2 of 2 parts)
(Swope Group was the 51st largest vehicle dealer group in the US in 1997
 with new retail unit sales of 10,111 and revenues of $405,353,470)
Automotive News Market Data Book Supplement, p 116+
May 27, 1998
DOCUMENT TYPE: Journal; Ranking ISSN: 0005-1551 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1887

 (USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
1997 top 100 dealer groups in the United States
 Ranked on 1997 new-**vehicle** retail sales
Legend for Chart:
A - 1997 Rank
B - Dealer group
 C - Address
D - **Top** executive
E - Total new retail units
F - Total used units
G - Total fleet units
H...spring 1998
N.A. = not available
To update list, fax information to the Automotive News **Data   Center** ,
313) 259-3319

                              . . .

 16/3,K/21 .   (Item 4 from file: 9)
DIALOG(R)File   9:Business & Industry(R)
(c) 2001 Resp. DB Svcs. All rts. reserv.

02221636 (USE FORMAT 7 OR 9 FOR FULLTEXT)
1997 top 100 dealer groups in the United States (Part 1 of 2 parts)
(Republic Industries was the top seller of new vehicles in the US for 1997
 with sales of 233,569 units and with revenues of $7,127,452,000)
Automotive News Market Data Book Supplement, p 113+
May 27, 1998
DOCUMENT TYPE: Journal; Ranking ISSN: 0005-1551 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1914

 (USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

1997 top 100 dealer groups in the United States
 Ranked on 1997 new-**vehicle** retail sales
Legend for Chart:
A - 1997 Rank
B - Dealer group
 C - Address
D - **Top** executive
E - Total new retail units
F - Total used units
G - Total fleet units
H...Publicly held
N.A. = not available
To update list, fax information to the Automotive News **Data** **Center** ,
313) 259-3319

...

 16/3,K/22 **(Item 5 from file: 9)**
DIALOG(R)File 9:Business & Industry(R)
(c) 2001 Resp. DB Svcs. All rts. reserv.

01823306 (USE FORMAT 7 OR 9 FOR FULLTEXT)
NT Versus UNIX: The Server Battle Begins To Heat Up
(Microsoft's Windows NT is forecast to become the operating system of
 choice for servers; Microsoft Marble will be introduced later this year)
Report on Home Banking & Financial Services, v 2, n 14, p 1+
April 30, 1997
DOCUMENT TYPE: Newsletter ISSN: 0199-2864 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1036

 (USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...further galvanizes support for the NT platform."

For home banking, Moore says the fact that **call** **centers** are evolving
into the centralized location for personal computer, Internet and telephone
banking also is providing momentum for the conversion to NT. "**Call**
centers right now are **a** **high** **priority** for banks, and **call** **centers**
 are moving to NT as the ubiquitous platform," he says.
It also appears to be...

 16/3,K/23 **(Item 6 from file: 9)**
DIALOG(R)File 9:Business & Industry(R)
(c) 2001 Resp. DB Svcs. All rts. reserv.

01702513 (USE FORMAT 7 OR 9 FOR FULLTEXT)
SUPPLIER OF THE YEAR: Prime Example
(Footwear News names Prime Tanning Co 1996 supplier of the year; produces
 and ships more leather than any other manufacturer worldwide)
Footwear News, v 52, n 55, p 16
December 23, 1996
DOCUMENT TYPE: Journal; Company Overview ISSN: 0162-914X (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 769

 (USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...to make 1 million pairs of shoes a week.

The supplier's recent accomplishments include a high -tech, $2.5 million computer-integrated network that allows global customers to access production **status** or **place** new **orders** at the push of a button.

Prime has also raised the stakes in the leather...

 16/3,K/24   **(Item 7 from file: 9)**
DIALOG(R)File   9:Business & Industry(R)
(c) 2001 Resp. DB Svcs. All rts. reserv.

01541364 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Hoskyns urges domestic gas marketers to cut customer IT costs
(Customer processing costs in the UK gas market are up to 80% too high)
UK Gas Report, n 61, p 13
May 31, 1996
DOCUMENT TYPE: Newsletter ISSN: 1352-7924   (United Kingdom)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 941

 (USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...customer-facing staff".

Dunkley spelt out a five point formula for companies aiming to provide **a high** level of customers care at low cost: make customer care a **priority** ; set up a **call   centre** ; make that centre 'one stop', staffed by "trained, empowered customer service agents" to avoid passing enquiries on to other staff; support **call   centre** staff with the best new technology; and - echoing Garton-Jones -decide early whether to 'make...

 16/3,K/25   **(Item 8 from file: 9)**
DIALOG(R)File   9:Business & Industry(R)
(c) 2001 Resp. DB Svcs. All rts. reserv.

01054219
NEW PRODUCT FROM WORLDWIDE TECH
(Worldwide Technologies develops tele-order processing system)
Financial Express, p 3
September 24, 1994
DOCUMENT TYPE: Business Newspaper ISSN: 0015-2005   (India)
LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT:
...order processing system (TOPS). TOPS has been specially designed for the Indian corporate environment and **a** V.32 bis **high**   speed modem with built in voice/data and fax discriminator. The high speed 14,400...

...to verify the availability of stocks, check delivery, lead times for various components of stocks, **place** specific **orders** , check his account information, **status** of previous **orders** , receive faxes from the TOPS regarding order confirmation and product information and other customised features...

 16/3,K/26   **(Item 1 from file: 275)**
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2001 The Gale Group. All rts. reserv.

02335089   SUPPLIER NUMBER: 55878999   (USE FORMAT 7 OR 9 FOR FULL TEXT)
**E-Business Moves To Center Stage -- Y2K Concerns Are Easing, So Executives
 Are Ramping Up For Selling Via The Web.(consumer goods industry)(Industry
 Trend or Event)**
Dalton, Gregory
InformationWeek, 135
Sept 27, 1999
ISSN: 8750-6874   LANGUAGE: English   RECORD TYPE: Fulltext; Abstract
WORD COUNT: 1784   LINE COUNT: 00145

...   involves handwritten orders and faxing, is very painful, says Lele.
"They don't know the **order   status** once they **submit** it," he says. "We
have **a   high** rate of order dissatisfaction." Moving to the Internet is
"a major transformation from a customer...

 19990927

 16/3,K/27   **(Item 2 from file: 275)**
DIALOG(R)File 275:Gale Group Computer DB(TM)
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02327888   SUPPLIER NUMBER: 55660339   (USE FORMAT 7 OR 9 FOR FULL TEXT)
Call centres fail to take up Voice over IP.(Industry Trend or Event)
Savvas, Antony
Computer Weekly, 24
August 26, 1999
ISSN: 0010-4787   LANGUAGE: English   RECORD TYPE: Fulltext
WORD COUNT: 358   LINE COUNT: 00031

TEXT:
    Convergence survey reveals why VoIP is **a   low   priority** among
call   centres
...   the results: "Despite the advances in VoIP technology, VoIP
continues, year-on-year, to be **a very low   priority** for **call   centre**
managers."
    Mackenzie said that, "Call me buttons, VoIP and multimedia
interaction are largely being ignored...

 19990826

 16/3,K/28   **(Item 3 from file: 275)**
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2001 The Gale Group. All rts. reserv.

02192855   SUPPLIER NUMBER: 20211699   (USE FORMAT 7 OR 9 FOR FULL TEXT)
**Pull over and let me see your license. (Volume License Agreements) (Company
 Business and Marketing)**
Brambert, Dave
Network VAR, v6, n2, p15(1)
Feb, 1998
ISSN: 1082-8818   LANGUAGE: English   RECORD TYPE: Fulltext
WORD COUNT: 722   LINE COUNT: 00061

...   in order to maintain a scheduled purchase scenario that is a part
of most VLAs.
    A new service is **ASAP** eCOMMERCE, a Web-based system that allows
customers to generate reports, get contract pricing, **place   orders** , and
check **order   status** over the Internet. A client with overseas offices
can order software against the parent company...

11 March 9, 2001 10:33

19980200

16/3,K/29   (Item 4 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
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02135137   SUPPLIER NUMBER: 20169387   (USE FORMAT 7 OR 9 FOR FULL TEXT)
Don't forget the human interfaces behind the scenes. (Looking Forward)
(Industry Trend or Event) (Column)
Van Name, Mark L.; Catchings, Bill
PC Week, v15, n3, p77(1)
Jan 19, 1998
DOCUMENT TYPE: Column   ISSN: 0740-1604   LANGUAGE: English
RECORD TYPE: Fulltext; Abstract
WORD COUNT: 610   LINE COUNT: 00046

...ABSTRACT: importance of the human interface, including software tools
for customers and support staff, must occupy **a   high** place in the
development of electronic commerce. These elements often take second place
to the...

...or not the transaction has actually been completed. Another complication
can involve the Web site **requesting** an **order** number before reporting on
the **status** of an **order** . Another key element is to make certain that all
of a Web site's systems...

19980119

16/3,K/30   (Item 5 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
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02016356   SUPPLIER NUMBER: 18944389   (USE FORMAT 7 OR 9 FOR FULL TEXT)
Internet settles into new distribution roles. (Distribution Trends 1997)
(Industry Trend or Event)
Guinther, Fred
Electronic News (1991), v42, n2145, pS10(4)
Dec 2, 1996
ISSN: 1061-6624   LANGUAGE: English   RECORD TYPE: Fulltext; Abstract
WORD COUNT: 2575   LINE COUNT: 00229

...   a year before that. Although no actual sales activity has yet been
recorded, it is **a** possibility for the **future** . Powell has recently
upgraded home page graphics to reflect its present marketing campaign.
Demonstrations are given of Powell's procurement system and **fulfillment**
of **requests** for quotes or catalogs. Customers can also check delivery and
order   status , package tracking information, technical services and
links to manufacturers.
     It's not only the individual...

19961202

16/3,K/31   (Item 6 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
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01904793   SUPPLIER NUMBER: 18020365   (USE FORMAT 7 OR 9 FOR FULL TEXT)
ATM: Toshiba's ATM switch device exchanges data at 5Gbps; World's fastest

data exchange speed. (Toshiba Corp of Japan's prototype switching device for ATM)(Panel Discussion)
EDGE, on & about AT&T, v11, n8, p6(1)
Feb 19, 1996
DOCUMENT TYPE: Panel Discussion   LANGUAGE: English   RECORD TYPE: Fulltext
WORD COUNT: 976   LINE COUNT: 00088

...   up of 48 bytes of information and five bytes of address data. Cells are individually **transmitted** in **a** prioritized **order** through **high** -speed switching.
     The addressing, prioritization and switching of each cell is handled by switching the...

19960219

16/3,K/32   (Item 7 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
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01629092   SUPPLIER NUMBER: 14814675   (USE FORMAT 7 OR 9 FOR FULL TEXT)
Chipsoft opens tax support center.
Mallory, Jim
Newsbytes, NEW10080024
Oct 8, 1993
LANGUAGE: ENGLISH   RECORD TYPE: FULLTEXT
WORD COUNT: 482   LINE COUNT: 00037

...   playing games, so they have questions," says MacKeeby. The center will not answer tax questions.
     A **high** -tech automated call handling system will offer callers a variety of choices including an option...

...questions, select product information by touch-tone phone and have the information faxed or mailed, **place** an **order** or register their software, check on the **status** of an **order** , and obtain updated product release date and pricing.
     At any point in the automated support...

19931008

16/3,K/33   (Item 8 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2001 The Gale Group. All rts. reserv.

01577553   SUPPLIER NUMBER: 15130728
A technique for drawing directed graphs.
Gansner, Emden R.; Koutsofios, Eleftherios; North, Stephen C.; Vo, Kiem-Phong
IEEE Transactions on Software Engineering, v19, n3, p214(17)
March, 1993
ISSN: 0098-5589   LANGUAGE: ENGLISH   RECORD TYPE: ABSTRACT

...ABSTRACT: drawing of directed graphs using a four-pass algorithm is discussed to come up with **a** method of producing **high** -quality drawings quickly enough for interactive applications yet requiring no more than simple programming effort...

...first pass locates an optimal rank assignment via a network simplex algorithm. The second pass **places** the vertex **order** inside **ranks** via a

repetitive heuristic resulting in reduced edge crossings. The third pass
locates optimal coordinates...

19930300

16/3,K/34   (Item 9 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
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01468136   SUPPLIER NUMBER: 11600142   (USE FORMAT 7 OR 9 FOR FULL TEXT)
**Network planning to the rescue; network managers should design and test a
network recovery plan that lets business continue uninterrupted even if
disaster strikes. (Network Recovery)**
Rudnitskas, Raymond W.; Lindeman, John
Networking Management, v9, n11, p46(4)
Oct, 1991
ISSN: 1052-049X   LANGUAGE: ENGLISH   RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 2627   LINE COUNT: 00218

...   focused on the total destruction scenario. In that case--where a
calamity reduced the corporate **data   center** to a pile of
debris--recovery networking was seen primarily as a link to an alternate
data-processing site. In past years, network backup was considered
ancillary, not **a   high -priority   item** in disaster recovery planning.
Conventional wisdom held that planning for network recovery was too costly
...

19911000

16/3,K/35   (Item 10 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
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01445285   SUPPLIER NUMBER: 11041112   (USE FORMAT 7 OR 9 FOR FULL TEXT)
Exploring the dimensions of a 3-D competitive manufacturing model.
Pulat, Mustafa; Pulat, Simin
Industrial Engineering, v23, n7, p39(3)
July, 1991
ISSN: 0019-8234   LANGUAGE: ENGLISH   RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 2110   LINE COUNT: 00179

...   concept relies on such integrated communications between
manufacturing entities linking the islands of automation.
      At **a   high** level, competitive manufacturers use customer order
management systems to process customer **orders** and track their **status** .
The objective here is to deliver products on or by customer requested
dates. Related systems...

...on-hand material not allocated to any other customer order (due to
changes, etc.) before **placing   orders** to suppliers.
      Manufacturing systems focus on job sequencing and tracking within the
factory. CAPP (Computer...

19910700

16/3,K/36   (Item 1 from file: 624)
DIALOG(R)File 624:McGraw-Hill Publications
(c) 2001 McGraw-Hill Co. Inc. All rts. reserv.

14 March 9, 2001 10:33

0139456
ON HIS PRIORITIES AS CHAIRMAN:
Inside NRC July 31, 1989; Pg 3; Vol. 11, No. 16
Journal Code: NRC   ISSN: 0149-0252   .
Word Count: 1,987   *Full text available in Formats 5, 7 and 9*

TEXT:
...me they would get it done on my watch, since I've made it such **a   high
 priority   item** . I do think the utilities are going to have to know what
it is they have to **submit**   in **order** to have a reasonable chance at
getting an extension, and we've got to know...

 1989
?

```
?show files;ds
File    2:INSPEC 1969-2001/Mar W1
        (c) 2001 Institution of Electrical Engineers
File    6:NTIS 1964-2001/Mar W4
        Comp&distr  2000 NTIS, Intl Cpyrght All Right
File    8:Ei Compendex(R) 1970-2001/Feb W3
        (c) 2001 Engineering Info. Inc.
File   15:ABI/Inform(R) 1971-2001/Mar 08
        (c) 2001 Bell & Howell
File   20:World Reporter 1997-2001/Mar 09
        (c) 2001 The Dialog Corporation
File   47:Gale Group Magazine DB(TM) 1959-2001/Mar 08
        (c) 2001 The Gale group
File   88:Gale Group Business A.R.T.S. 1976-2001/Mar 09
        (c) 2001 The Gale Group
File  148:Gale Group Trade & Industry DB 1976-2001/Mar 08
        (c)2001 The Gale Group
File  150:Gale Group Legal Res Index(TM) 1980-2001/Mar 08
        (c)2001 The Gale Group
File  233:Internet & Personal Comp. Abs. 1981-2001/Mar
        (c) 2001 Info. Today Inc.
File  256:SoftBase:Reviews,Companies&Prods. 85-2001/Jan
        (c)2001 Info.Sources Inc
File  275:Gale Group Computer DB(TM) 1983-2001/Mar 08
        (c) 2001 The Gale Group
File  340:CLAIMS(R)/US PATENT 1950-01/Mar 06
        (c) 2001 IFI/CLAIMS(R)
File  349:PCT Fulltext 1983-2001/UB=20010301, UT=20010215
        (c) 2001 WIPO/MicroPat
File  484:Periodical Abstracts Plustext 1986-2001/Mar W1
        (c) 2001 Bell & Howell
File  492:Arizona Repub/Phoenix Gaz 19862001/Mar 07
        (c) 2001 Phoenix Newspapers
File  497:(Ft.Lauderdale)Sun-Sentinel 1988-2001/Mar 09
        (c) 2001 Sun-Sentinel Co
File  498:Detroit Free Press 1987-2001/Mar 06
        (c) 2001 Detroit Free Press Inc.
File  553:Wilson Bus. Abs. FullText 1982-2001/Jan
        (c) 2001 The HW Wilson Co
File  608:KR/T Bus.News. 1992-2001/Mar 09
        (c)2001 Knight Ridder/Tribune Bus News
File  633:Phil.Inquirer 1983-2001/Feb 27
        (c) 2001 Philadelphia Newspapers Inc
File  642:The Charlotte Observer 1988-2001/Mar 07
        (c) 2001 Charlotte Observer
File  647:CMP  Computer Fulltext 1988-2001/Mar W1
        (c) 2001 CMP

Set     Items   Description
S1        70    AU=(NOTTAGE? OR WOLFE? OR WAGONER? OR NELSON?) AND (BUY? OR
                PURCHAS? OR SELLING)(6N)(AUTO? OR CARS) AND (INTERNET? OR CY-
                BERSPACE OR COMPUTER? OR INFORMATION()SYSTEM? OR ELECTRONIC? -
                OR SOFTWARE) AND PY<1999
S2        53    RD (unique items)
?t2/3,k/all
```

2/3,K/1   (Item 1 from file: 2)
DIALOG(R)File   2:INSPEC
(c) 2001 Institution of Electrical Engineers. All rts. reserv.

?t 1867884/5

1867884/5
DIALOG(R)File   6:NTIS
Comp&distr   2000 NTIS, Intl Cpyrght All Right. All rts. reserv.

1867884   NTIS Accession Number: N95-19632/5
AI and Workflow Automation: The Prototype Electronic Purchase Request System
  Compton, M. M. ; Wolfe, S. R.
  RECOM Technologies, Inc., Moffett Field, CA. AI Research Branch.
  Corp. Source Codes: 110162001; RN298300
  Sponsor: National Aeronautics and Space Administration, Washington, DC.
  Nov 94   7p
  Languages: English
  Journal Announcement: GRAI9511; STAR3305
  In NASA. Johnson Space Center, Third Clips Conference Proceedings, Volume 1 p 45-51.
  NTIS Prices: (Order as N95-19625/9, PC A10/MF A03)
  Country of Publication: United States
  Automating 'paper' workflow processes with electronic forms and email can dramatically   improve   the   efficiency   of those processes. However, applications that involve complex forms that are used for a variety of purposes or that require numerous and varied approvals often require additional software tools to ensure that (1) the electronic form is correctly and completely filled out, and (2) the form is routed to the proper individuals and organizations for approval. The prototype electronic purchase request (PEPR) system, which has been in pilot use at NASA Ames Research Center since December 1993, seamlessly links a commercial electronics forms package and a CLIPS-based knowledge system that first ensures that electronic forms are correct and complete, and then generates an 'electronic routing slip' that is used to route the form to the people who must sign it. The PEPR validation module is context-sensitive, and can apply different validation rules at each step in the approval process. The PEPR system is form-independent, and has been applied to several different types of forms. The system employs a version of CLIPS that has been extended to support AppleScript, a recently-released scripting language for the Macintosh. This 'scriptability' provides both a transparent, flexible interface between the two programs and a means by which a single copy of the knowledge base can be utilized by numerous remote users.
  Descriptors: *Artificial intelligence; *Electronic mail; *Expert systems; *Knowledge bases (Artificial intelligence); *Procurement management; Macintosh personal computers; Management information systems; Software tools
  Identifiers: NTISNASA
  Section Headings: 70B (Administration and Management--Management Practice)
?

```
================================================================================
*                                                                              *
*    Cover Sheet                                                               *
*                                                                              *
================================================================================


      ***  Your Memo ***

--------------------------------------------------------------------------------
*                                                                              *
*    Prepared for: Examiner Kanof                                             *
*                                                                              *
*    By          : Ginger Roberts                                             *
*                                                                              *
*    Date        : March 9, 2001                                             *
*                                                                              *
--------------------------------------------------------------------------------
```

Attached please for the results of your search for 09/231415. The search
was conducted on Dialog which includes IEEE, Computer Databases, and
Worldwide Patents.

The following additional products were also searched: --

Please let me know if you need any further information regarding the search
or if you would like to enhance the search strategy in any way.

Thank you for using the Electronic Information Center.

Sincerely,

Ginger D. Roberts
Technical Information Specialist
308-7795

```
?show files;ds
File  15:ABI/Inform(R) 1971-2001/Mar 08
         (c) 2001 Bell & Howell
File  16:Gale Group PROMT(R) 1990-2001/Mar 08
         (c) 2001 The Gale Group
File  94:JICST-EPlus 1985-2001/Feb W3
         (c)2001 Japan Science and Tech Corp(JST)
File 148:Gale Group Trade & Industry DB 1976-2001/Mar 08
         (c)2001 The Gale Group
File 275:Gale Group Computer DB(TM) 1983-2001/Mar 08
         (c) 2001 The Gale Group
File 570:Gale Group MARS(R) 1984-2001/Mar 08
         (c) 2001 The Gale Group
File 647:CMP  Computer Fulltext 1988-2001/Mar W1
         (c) 2001 CMP
File 813:PR Newswire 1987-1999/Apr 30
         (c) 1999 PR Newswire Association Inc


Set     Items   Description
S1        10    SALES()MANAGEMENT(6N)(WORKFLOW OR WORK()FLOW OR WORK()PROC-
                ESS OR BUSINESS()PROCESS)(8N)(AUTOMAT? OR ELECTRONIC? OR INFO-
                RMATION()SYSTEM OR COMPUTERI?) AND PY<1999
S2         8    RD (unique items)
?logoff
```

File 275:Gale Group Computer DB(TM)   1983-2001/Mar 08
        (c) 2001 The Gale Group

        Set   Items   Description
        ---   -----   -----------
?t 01512051/7

01512051/7
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2001 The Gale Group. All rts. reserv.

01512051   SUPPLIER NUMBER: 12208401   (THIS IS THE FULL TEXT)
**Inventa makes claim for piece of work-flow automation market. (Inventa
Corp.'s DocuFlow office automation software)**
Higgins, Steve
PC Week, v9, n18, p4(1)
May 4, 1992

TEXT:
        A California systems integrator will take its own crack at the
stubborn work-flow automation market by combining two vanguard work-group
applications into a custom Windows-based system.
        Inventa Corp.'s DocuFlow system, due early next year, is based on
Reach Software Corp.'s WorkMan work-flow program and Saros Corp.'s
Mezzanine document-management system. DocuFlow is designed to provide a
foundation for building document-intensive work-flow automation
applications.
        Inventa has already developed one such application, a sales program
called LeadFlow that automates lead generation, tracking and management,
said Ashok Santhanam, president of the Santa Clara, Calif., company.
LeadFlow, currently in beta test, will be marketed as part of the larger
DocuFlow suite.
        With such development, Inventa is hoping for an early claim in the
work-flow automation market. Despite its use in imaging systems and its
potential as an important future technology, work-flow automation has thus
far dogged vendors as a standard PC application.
        "There just aren't commercial shrink-wrapped applications for work
flow," said Ronni Marshak, editor in chief of the Office Computing Report,
a newsletter published by Patricia Seybold's Office Computing Group, in
Boston. "Inventa is proposing a product that shows immediately how its tool
kit can be useful," she said.
        LeadFlow, the existing program, can be used to route sales
information obtained by a telemarketer. The software can either route data
entered by the telemarketer to a sales administrator as a mailing label or
to a sales representative as an entry in a Windows Dynamic Data Exchange
contact-management program.
        DocuFlow will be priced at $800 per workstation. Inventa will also
charge about $120,000 to develop custom applications based on the platform,
Santhanam said.
        Inventa is financing the development of DocuFlow with part of the $1
million to $3 million it generates in revenue through systems integration
each year. The 5-year-old company will solicit venture funding to help
market the product later this year, according to Santhanam.
        If recent history is any indication, it will need that boost.
Marketing work-flow products is notoriously difficult. Startup company
Systems in Concert Inc. ceased operation last year, despite a promising
product. AT&T recently discontinued its Rhapsody work-flow program. Action
Technologies Inc., in cooperation with Lotus Development Corp., is just now
developing Notes-specific work-flow applications that could help expand the

work-flow technology it has had for years.
        "Work flow is still brand-new on the street, but the work-flow market
is going to be even bigger than the database market," said Ken Santoro,
director of business development for Inventa.
        COPYRIGHT 1992 Ziff-Davis Publishing Company
?

05844123   SUPPLIER NUMBER: 12147623   (THIS IS THE FULL TEXT)
Dealership management information systems: doing it right. (using computerized automobile data)
Zikakis, Christopher
Auto Age , v26, n8, p16(4)
April, 1992

TEXT:
Dealership Management Information Systems:

Factory Rep: "You're not being effective in your area of responsibility. Unless you improve your , penetration we will have no choice but to place you in the DIP program."

Dealer: "You know, you're right. I do have a problem. I recognize it and I'm trying to fix it.

I've change my ad agency and hired a new sales manager. I attend every sales meeting to talk to the salespeople about our performance, and I've never worked harder in may life. I guess I don't know what to do. Can you help me? What should I do?"

Factory Rep: [Stammering] "How am I supposed to know what you should do? That's not my problem.

You're the dealer. You figure it out. But you better figure it out soon."

If you're smiling and shaking your head as you read this, you have probably had the opportunity to work with today's factory field staff. They are as well equipped as ever to know when they should beat you up but, generally, don't have the experience or the tools to help you improve your dealership's operations.

This problem has two root causes. First, field reps are the manufacturer's new hires, not seasoned professionals who know the business. Second, the information they are given to perform their jobs is organized as a monitoring system (a sword), not as a tool (a plowshare) that helps them troubleshoot dealership problems and opportunities.

It is unlikely that factories will change the nature of their field staffs any time soon; they are under too much financial pressure to spend the money. There is, however, a relatively low cost alternative. Factories could construct a management information report that is designed for dealers--that measures the things the dealer actually can control or influence, like inventory size, age, and mix; percentage of warranty claims submitted correctly the first time; and percentage of vehicles fixed right the first time. Armed with this information, dealers and field staff could spend their time solving problems instead of arguing. And, in turn, factories would share the rewards of improved sales and customer satisfaction, as dealers become empowered to make more effective decisions.

With this in mind, let's take a look at the current state of dealership management information systems.

The dealer receives reports and raw data from many different sources. The foundational report is the factory-designed dealership financial statement, which is compiled at the dealership and sent to the factory. The factory, in turn, massages this data to create derivatives such as trend reports; it may also supply R. L. Polk vehicle registration data and CSI data. Dealers produce their own statements such as DOCs (Daily Operating Control reports) and parts inventory analysis reports, and they may receive Twenty Group comparisons, NADA benchmark surveys, and various other data.

One critical problem with this data, however, is that it is created

to monitor the dealer's performance, not help him determine how it can be improved. W. Edwards Deming, the father of statistical process control and the man who taught Japan how to build quality, likens this data to highway accident statistics: they tell you how many people died, but don't do a thing to help you figure out causes or solutions. As a result, today's management information system doesn't do very much to help dealers improve the quality of their decisions.

The current information system has its roots back in the good old days when the retail automotive market was growing. At that time, dealer's agendas were much simpler. First, dealers focused their energy on sales--that's where they could earn their highest returns. Second, customers had lower quality expectations; it wasn't considered unusual for a customer to return for service the week after delivery with a list of a dozen things that didn't work and a bag full of screws that fell off in the car's interior. Third, factory field staff were the dealers "early warning system"--they were well trained in dealership operations and were able to help the dealer spot troubles early. Given this environment, the only written report that a dealer really needed was a financial statement to keep creditors sleeping comfortably. So financial statements are what dealers got.

As the market evolved from a growth market to a replacement market, and as new competitors entered the market, the critical success factors for running a dealership changed from a narrow sales orientation to a broader sales, efficiency and customer satisfaction orientation. Sales now increased only for dealerships who were able to steal them from someone else, and dealers came under pressure to pay attention to dealership efficiency and customer satisfaction to stay in business. Factories, distributors, associations, and dealership consultants responded by generating additional reports--one at a time--to monitor dealer performance in these new areas.

The current reports have many flaws:

* Because they show results but don't pinpoint causes, today's reports resemble report cards more than tools that facilitate improvement.

--Most dealers do not have the analytical skills needed to thoroughly troubleshoot today's reports.

--Most dealers came up the ranks through sales and **sales management** and do not have extensive experience managing other departments. Therefore, as they look at a departmental report, they do not necessarily know the right questions to ask.

--Many dealers are not skilled financial analysts, nor are their controllers (controllers are usually adequate bookkeepers and office managers, but not trained financial analysts). Even if the correct information were compiled for decision making, many dealers would be unable to use it to make better decisions.

* Many dealers manage with accounting statements, which can be terribly misleading. For example, arbitrary expense allocations can make the wrong department look like a star or a dud.

* Problems exist even for dealers who are skilled financial analysts or who have engaged the services of one:

--Too much effort is required to search for and analyze information. This activity wastes valuable time that could be better spent implementing improvements.

--Important measures of those factors which influence performance are not taken and reported. A dealer may know he has a problem penetrating the local market, for example, but may not know what is causing the problem.

* CSI information isn't very helpful because it is dated and only reports on the satisfaction of customers who took the time to fill out a CSI form. Optimally, customer satisfaction data should serve two purposes:

--To help extinguish fires. Information should be thorough and timely, so that problems are solicited and uncovered from all customers early, while there is still time to make amends.

--To help prevent fires. Information should provide meaningful

statistical reports that can be used to improve dealership management systems.

* There is no comprehensive source of information for each department manager. For example, a service manager may not know the number of service hours sold, the department's gross profit percentage, each technician's comeback percentages, etc.

* Many advanced vehicle inventory management systems are not effective. Most new car managers continue to order based on instinct because they either don't trust or don't understand more sophisticated methods available to them. Scientific, proven inventory management systems should be made understandable and incorporated into the new car department report.

* Factory field staff, once well trained and able to help troubleshoot dealership problems and opportunities, are now either not respected, not trained, or not available to help out. In some instances, field staff have been replaced completely by computers and telecommunications. Thus, the "early warning system" that once existed to help dealers uncover operational problems early is now gone.

Fortunately, these problems can be alleviated with a dealer-oriented information report.

An effective management information system should supply dealers and key managers with information that is concise, timely, easy to understand, and relevant to a department's particular needs. It is important for a management report to be organized as it will be used--to facilitate decision making. One page of information for each department makes sense for dealerships.

Each page should contain all the information a dealer needs to monitor the basics of a department. This information should answer two questions:

1. Is the train on the track? Data should communicate whether any business fundamentals are out of line (for example, if too many parts are becoming overaged, or if service comebacks are increasing) so dealers can quickly take steps to get things back in line. The longer problems go undetected the more expensive they are to correct. Furthermore, seasoned dealership troubleshooters report that missed fundamentals are the cause of 99 percent of dealership bankruptcies.

2. Are departmental operations improving? Information should track each department's progress in improving sales, efficiency, and customer satisfaction.

Luckily, technology provides a variety of new tools to collect and disseminate such information: computers can pull information from a variety of data bases, laser printers can print information in color graphs and charts, telemarketing firms and faxes can make rapid collection and disbursement of data possible, etc. There's no reason that factories can't make the dealership MIS report read as easily, concisely and effectively as a copy of USA Today.

Information is no longer sent from a variety of sources directly to the dealer's desk. Now, information is disassembled, filtered, re-sorted, and reassembled before it even reaches the dealer. And instead of being arranged by source, information is now arranged by dealership department, based on the requirements of the managers it will assist (that is, the dealer and specific department manager).

The report is designed to communicate the essentials effectively:

* The dealer's attention is focused on one department at a time.
* All relevant information is clearly mapped.
* It is easy to understand and interpret:

--Continuous improvement is easy to spot when data is presented in graph format.

-- Relevant guidelines, such as service gross profit percentages, can be overlaid on graphs to highlight performance gaps.

--Colors could also be used to improve communication. For example, a traffic light pattern could be adopted to convey messages. Information

highlighted in green would mean the trend is in the right direction or that the specific performance being measured is acceptable; yellow would mean to keep watch; red would signal the need to focus attention here.

* If desired, compensation programs could be designed based on this report, so managers can actually understand what drives their paychecks!

At a glance, a dealer now knows not only how the dealership is doing, but why.

Factories have already experienced the benefits of placing relevant information in trained hands--on their shop floors, in their parts warehouses, and with their key suppliers. Therefore they should take the lead in designing, testing, and institutionalizing a similar system for dealers.

Any proposal of this magnitude is bound to be accompanied by a list of reasons why the status quo should prevail. Here is a partial list of roadblocks to expect in developing and implementing this system, and some bridges that can be used to circumvent them:

Roadblock: Dealers are going to resist anything that smells like a report card.

Bridge: This report should be designed from the "bottom-up" with the help of a franchise's best dealers. Every piece of information on the report should be judged by one criterion: does it help dealers manage better?

Roadblock: Comparisons are often misleading or not useful.

--Comparing different PNVR (per new vehicle retailed) figures, for example, can be misleading and do little to help uncover problems or opportunities. For example, how can you compare a fleet store with a retail store, or a used-car power-house with a strictly new car operation on the basis of PNVR?

--Also, although dealers use standardized accounting methods, they have a certain degree of latitude to interpret what expenses should go into each account.

Bridge: Comparisons should only be used when they will be helpful in troubleshooting problems or uncovering opportunities.

Roadblock: Organizing a telephone follow-up program to collect sales and service satisfaction data is bound to be expensive.

Bridge: Yes, it's expensive, but at least you get something for your money. The quality and usefulness of this information is vastly superior to current CSI data.

Roadblock: Reports won't bring about change.

Bridge: The function of the report is to display relevant information for dealers, so they don't have to do it themselves. Effective training of dealers on how to use the report and proper follow-up will be critical to the success of this program.

Roadblock: Some factory goals may not initially be considered compatible with dealership goals. For example:

--Factories may not feel they should help dealers collect warranty dollars or rebates.

--Factories and dealers may disagree on optimal dealer inventory levels.

--Managers who were brought up to believe in adversarial factory-dealer relationships will question the appropriateness of helping dealers run their stores. (Why should we do their work?)

Bridge: Training should include case studies that illustrate the benefits that have accrued to the factories that have helped improve supplier performance.

While the 1980s saw the emergence of new competitors in the car business, the 1990s is likely to be the decade that determines winners and losers. Given the all-out battle that is shaping up for worldwide market share, the factories that empower and engage all their resources (including dealers and suppliers) on winning this battle are likely to emerge from this decade not just intact, but stronger.

More effective information systems will enable dealers to achieve

advances in their local market shares, in their personal sales and service customer satisfaction performance, and in their dealership's operating efficiency. In turn, these "bottom-up" improvements will create an important strategic asset for manufacturers: a more efficient and potent distribution system.

On the other hand, factories that hold off on this decision can anticipate ever more difficult challenges from competitors who do adopt this outlook and this strategy. Unfortunately, when the procrastinators finally realize they too should have empowered their dealers to better assist their cause, the continuous improvement nature of the system will have insured that catching up will be either difficult or impossible.

Zikakis, the son of a multi-franchise dealer in upstate New York, and former general manager, is a consultant with Temple, Barker & Sloane in Lexington, Mass.

34/7/23   (Item 19 from file: 16)
DIALOG(R)File   16:Gale Group PROMT(R)

01670055   Supplier Number: 42073623   (THIS IS THE FULLTEXT)
Computerized Selling: Dealership systems now track customers along with the bills and payroll
Automotive News, v0, n0, p16i
May 13, 1991

ABSTRACT:
By: Charles M. Thomas
While most dealers buy computers for their accounting, parts and service, and finance and insurance capabilities, Pat Long wante a computer system that could help improve car sales.
Long, general manager of Guaranty Chevrolet in Santa Ana, Calif., said his computer system has not only reduced advertising costs, but helped his dealership weather the current recession.
'Most dealers totally forget the front end of the dealership. They think only about the F&I system,' said Long. 'This is valuable, but it's not procuring a lot of dollars. What is profitable is to maintain contact with prospects and owners over the long term.'
As a result, Long purchased a computer from Universal Computer Systems, based in Houston, Texas, five years ago even though he knew it was far too much computer for his single-point dealership.
It has come in handy during this recession by organizing and generating prospects, and reducing the dealership's advertising budget.
Though the dealership does some direct mail advertising based on customer history reports, Long says using the computer to track and develop sales has for the most part replaced TV advertising for the dealership.
'We are not totally out of the advertising game because we have to keep our name before the public, but we get between 600 and 800 floor ups every month.'
What happens at Guaranty Chevrolet is this. All prospects' names, phone numbers, budgets, trade-in information and needs are entered into the computer regardless of whether the prospect telephoned or actually entered the dealership.
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computer regardless of whether the prospect telephoned or actually entered the dealership.

Prospects are coded as to whether they are "hot, warm or cold" and why they failed to buy a car that day. A follow-up plan is formulated for each prospect until a sale is made.

The computer generates next-day follow-up reports for salesmen on when to contact a customer again. "If the prospect is cold then his name might not come up for a week or so," said Long.

And because the computer is linked to the dealership's phone system, management can track contacts made by the salesmen at the end of the day.

"Our sales have not taken a dramatic downturn like other dealers who are heavy advertisers," said Long. "Our sales are down, but I have more control over the future of the store because we have control over our prospects."

Most dealership computers have front-end systems that offer some kind of prospecting software. And for dealers who use them, it seems to be working.

"Solid follow-up is helping dealers," said Michael Seaton, a dealership computer consultant with Woods & Seaton Ltd. "Most dealers have an extensive bank of customers, and what they should be doing is making sure the sales people are working through them to maximize sales."

General Motors has an experimental project aimed at making use of interactive video.

Using satellites, GM transmits new product information to dealers. On trial in Buick dealerships, the system uses a touch screen on the computer terminal which communicates product information.

Computers can also question customers, getting information they are shy about giving to a salesman – at least on the first visit.

"Customers will answer questions from a computer more freely than to a salesman," said Seaton.

Combining satellite communication with computers, manufacturers can condition the selling environment in the dealership.

"Dealers using their computer's infrastructure are doing much better than those that aren't," said Jack Proud, senior vice president and general manager for Reynolds & Reynolds Co., based in Dayton, Ohio. "We've seen an uptick of interest by dealers in how they can use a computer to help sell."

And when prospects enter the showrooms, computers help sales personnel or F&I managers explain a myriad of things like what options are available on vehicles. Computers display options and even compare options between vehicles.

But the showroom isn't the only place where computers have boosted profits. COIN Systems Inc., based in Norcross, Va., has introduced CreditMaster which allows F&I managers to pull multiple credit reports and merge them into an easy to read format.

Another product being tested by COIN allows the dealer to input license tags into a computer network and obtain valuable prospect information including how long the car has been titled to the prospect, and how many drivers are in the household.

Bert Winemiller, senior vice president of marketing for ADP Dealer Services Inc., based in Hoffman Estates, Ill., says the company sells a broad range of sales modules aimed at showroom traffic control, **sales management** and F&I management.

Auto Tell Services Inc., based in King of Prussia, Pa., is one of the smaller computer vendors. It also sells a system for direct mail which targets consumers on a regular basis.

Another product the company has under development will address customer satisfaction. The program will help a dealer raise customer satisfaction indexes by probing customers before the manufacturer does it.

"We want to get it out to customers before the manufacturer so the dealer can sort out problems that occur to force a good consumer satisfaction index," said Kiefer. "The idea is to get the jump on the manufacturer by taking care of a customer and get a better CSI rating."

EDS Dealer Systems, based in Troy, Mich., offers a system to dealers called DealerLine which has business, parts, service and sales applications.

"Computers are a tool," said Mitch Bennett, national accounts marketing manager. "Dealers are using computers to get reports, track inventory, prospecting, managing floor traffic, statistics, mass mailing and follow-up."

Though Long concedes the computer system he purchased for Guaranty Chevrolet in 1986 has a far too much capacity for his single-point dealership in California, he says it has emerged as a real sales tool.

"It's way too much of a system, but it pays for itself time and again," he said.

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DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
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01753095   Supplier Number: 53202097   (THIS IS THE FULLTEXT)
America Online, Inc. Acquires PersonaLogic, Inc.
Business Wire, p1109
Nov 11, 1998
TEXT:
 DULLES, Va.--(BUSINESS WIRE)--Nov. 11, 1998--
      Acquisition of Leading Decision-Guide Technology
      Enhances Online Commerce and AOL Member Experience
      America Online, Inc. (NYSE: AOL), the world leader in branded
interactive services, today announced its acquisition of PersonaLogic,
Inc., a leader in decision-guide technology.
      PersonaLogic's personalized, interactive consumer buying guides will
provide AOL members convenient and easy-to-use tools that increase the
value of online commerce and further improve the ability of members to
customize their interactive experience on AOL.
      PersonaLogic, Inc. (www.personalogic.com) develops personalized
interactive decision guides. The guides use PersonaLogic(tm) technology,
which helps consumers make informed decisions on a wide variety of products
and services that meet their individual needs and tastes by simply
describing their preferences.
      Members can create unique, personalized preference profiles that can
be compared, saved or modified at a later date. The guides cover such
topics as new and used automobiles, bicycles, cruises, mutual funds,
computers, colleges, cities, camcorders, dogs and many others.
PersonaLogic, which was privately held, is based in San Diego.
      PersonaLogic's innovative decision-guide technology mirrors real-life
decision making processes by prioritizing users' subtle preferences. In a
guided interactive process, members answer questions about needs and
preferences, and these responses are evaluated against a dataset of
products and choices.
      PersonaLogic decision guides provide a customized, ranked list of
best matches along with links that allow users to investigate further and
make side-by-side comparisons.
      In contrast to other guide products which help users find a merchant
once they have made a decision, PersonaLogic walks members through the
actual decision making process, allowing them to explore features and
options that matter most to them.
      For example, using the PersonaLogic CarMatch decision guide on AOL's
Auto Center, a member can select the features that matter most to her, such
as safety, cost, performance and size and CarMatch will suggest the car
that best meets her needs.
      AOL plans to make PersonaLogic's decision-guide technology available
across AOL's properties, including AOL.COM, Digital City, CompuServe, and
AOL's international services. AOL will also continue to develop
PersonaLogic's technology to make it compatible with search engines and
other electronic commerce tools, and seek new electronic commerce
applications to enhance its revenue producing capabilities.
      America Online President and Chief Operating Officer Bob Pittman
said, "PersonaLogic's decision-guide technology will be a great addition to
our electronic commerce efforts and will make AOL even more convenient and
easier to use across a broad range of topics.
      "Members will be able to quickly and easily get personalized
recommendations, make head-to-head comparisons, and access additional
information about a wide variety of products and services. Not only are
PersonaLogic decision guides useful in making major purchasing decisions,
but they are also fun to use."

What makes PersonaLogic's decision guides unique is that users not only can specify what they want and don't want but they can also prioritize these preferences.

For example, when users go through PersonaLogic's car decision guide, they can indicate that they want a low price and high performance, but note that price matters more than performance. That makes for more accurate results that provide real benefits to members.

AOL offers members and visitors to AOL.COM a variety of other personalization tools including "My News," Gift Reminders, and Portfolio Direct.

AOL Interactive Services President Barry Schuler said, "We expect decision guides will be an important personalization enhancement for millions of AOL members, making the interactive experience an even greater part of their daily lives. We've offered a number of the guides on our service during the past few months and the response has been very positive.

"We're excited that PersonaLogic's talented creative and technology production team is joining AOL to help us create new engaging content and programming. In addition, PersonaLogic's decision guides will give us additional, high-value, targeted inventory for our advertising partners."

Stephen Tomlin, President and CEO of PersonaLogic, Inc., said: "We're delighted that PersonaLogic will now be part of AOL, where millions of people will be able to use our guides to help them make important life decisions, including major purchases such as cars, mutual funds, and colleges.

"Our decision guides nicely complement and enhance AOL's focus on delivering the best possible interactive experience and making online commerce more compelling and easier than ever. This is a perfect match."

As part of AOL Interactive Services, PersonaLogic will continue to be based in San Diego.

The terms of the acquisition were not disclosed.

About PersonaLogic

PersonaLogic, Inc. (www.personalogic.com) provides robust, intuitive, interactive, personalized decision guides that enable effective e-commerce and brand building. Its technology helps consumers make informed purchasing decisions and helps vendors advance consumers through the purchase process.

PersonaLogic's interactive decision guides cover a variety of topics, including new and used cars and trucks, bicycles, cruises, mutual funds, computers, colleges, cities, camcorders and dogs. Founded in 1994, PersonaLogic is based in San Diego. PersonaLogic's investors included Barry Diller, Paul Allen, SOFTBANK Holdings, American Express and The Washington Post Company.

About America Online

America Online, Inc., based in Dulles, Virginia, is the world's leader in branded interactive services and content. America Online, Inc. operates two worldwide Internet online services: America Online, with more than 13 million members; and CompuServe, with approximately 2 million members.

America Online, Inc. also operates AOL Studios, the world's leading creator of original interactive content.

Other branded Internet services operated by America Online, Inc. include AOL.COM, the world's most accessed Web site from home; Digital City, Inc., the No. 1 local content network and community guide on AOL and the Internet; AOL NetFind, AOL's comprehensive guide to the Internet; AOL Instant Messenger, an instant messaging tool available on both AOL and the Internet; and ICQ, an instant communications and chat technology on the Internet.

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